



The California Roundtable on Recreation, Parks and Tourism

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*Coordinates and promotes public and private efforts
to provide quality, sustainable outdoor recreation in California.*

CALIFORNIA ROUNDTABLE ON RECREATION, PARKS AND TOURISM

- DESCRIPTION:** A forum of chief executives, directors, managers, and individuals associated with outdoor recreation equipment manufactures and retailers, travel and hospitality industry operators, major user groups, environmental organizations, academia, and public/private land managers and recreation providers.
- PURPOSE:** Provide an opportunity for the members to identify common economic issues, stakes and concerns and to use their collective resources to improve the viability of recreation, parks and tourism in California.
- MISSION:** The California Roundtable on Recreation, Parks and Tourism coordinates and promotes public and private efforts to provide quality, sustainable outdoor recreation in California.
- GOALS:**
- * Promote and coordinate joint marketing efforts.
 - * Improve communication with the media and the public.
 - * Increase political support.
 - * Increase secure funding for operations, maintenance, capitol outlay and acquisitions.
 - * Develop and understanding of the needs and expectations of the public.
- IMPLEMENTATION:** The Roundtable is directed through co-chairs from the private and public sectors along with the following seven standing committees:
- * Executive Committee (made up of co-chairs and chairs of the other standing committees).
 - * Marketing Committee.
 - * Facilities Committee.
 - * Publicity Committee.
 - * Research Committee.
 - * Funding Committee.
 - * Advocacy Committee.

COMMITMENT: Is acknowledged by the membership through the signing of the Memorandum of Understanding (MOU). The MOU formally establishes the Roundtable and identifies the following set of policies and principles:

- A. The signatory parties agree that the Roundtable will be driven by consensus and that all participants will promote the Roundtable's Mission Statement as the preeminent goal of this organization.
- B. The basic means of implementing the Roundtable's Mission Statement is through consensus, improved coordination, information exchange, conflict resolution, and collaboration among the signatory parties. In addition, the signatories agree to pursue the mission and goals of the Roundtable through other non-affiliated Roundtable members.
- C. Given the changing economic, social, and biological environments of California; the signatories agree to an adaptive approach to implement the mission and goals of the Roundtable. Such an approach will emphasize collaboration, conflict resolution, seamless service for facilities and outdoor recreation opportunities, and sharing of expertise and information.

HISTORY & BACKGROUND:

Public and private park and recreation attractions, events and facilities are the foundation for a multi-billion dollar recreation and tourism industry in California; the second largest industry in the State. To its 34 million residents, recreation is a major aspect of California's lifestyle and identity. As a tourism magnet, California attracts over 42 million out-of-state and 10.5 million international visitors annually. The California Outdoor Recreation Plan process consistently identified the need for coordinated planning, and research to find the most effective way to deploy resources. Staff from federal and state agencies as well as the private sector agreed increased communication should be pursued and the most effective vehicle for the exchange of information would be a roundtable format. Meetings at the beginning of 1996 resulted in the current structure for the California Roundtable on Recreation, Parks and Tourism.